

Marketing: School Year _____
Market Research and Analysis
Course Code # 5017 Term: ____ Fall ____ Spring
½ Credit _____ **1 Credit** _____ **2-3 Credits** _____

Standards to be completed for ½ credit are identified by one asterisk(*).
 Additional standards to be completed for 1 credit are identified by two
 asterisks(**). A work-based component for 2-3 credits is identified with three
 asterisks (***).

Student:	Grade:
Teacher:	School:
# of Competencies in Course: ½ credit = 21, with Work-Based Learning = 25; 1 credit = 25, With Work-Based Learning =29	
# of Competencies Mastered:	
% of Competencies Mastered:	

***Standard 1.0 The student will analyze the function of marketing information management systems.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
1.1	Examine basic components of a marketing information management system			
1.2	Investigate the concepts that are essential to marketing information management systems			
1.3	Appraise the impact of information systems on marketing and their importance to management			

***Standard 2.0 The student will apply technology to gathering marketing information.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
2.1	Analyze common marketing uses of computers			
2.2	Inspect the social and economic effects of computers			
2.3	Explain the use of on-line marketing databases			
2.4	Examine technology trends affecting marketing research			

****Standard 3.0 The student will evaluate market research and analysis as a problem solving method.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
3.1	Experiment with a systematic approach to solving marketing problems			
3.2	Investigate the development of the market research and analysis process			

****Standard 4.0 The student will relate the nature of marketing research and analysis to marketing information management.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
4.1	Examine the importance of marketing research in today's competitive business environment			
4.2	Compare and contrast the techniques for conducting and analyzing marketing research			

***Standard 5.0 The student will demonstrate organizational and leadership skills.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
5.1	Demonstrate a knowledge of DECA			
5.2	Utilize critical thinking in decision-making situations			
5.3	Identify and develop personal characteristics needed in leadership situations			

***Standard 6.0 The student will understand the importance of academic integration in the area of market research analysis.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
6.1	Write formally in reports, narratives, and essays			

6.2	Write informally in outlines, notes, etc.		
6.3	Speak and write using standard English (including grammar usage, punctuation, spelling, capitalization, etc.)		
6.4	Use tools in social sciences including surveys, maps and documents, and behavior analysis models		
6.5	Differentiate elements of geographical studies and analysis and their relationship to changes in society and the business environment		
6.6	Solve addition, subtraction, multiplication, and division problems and apply these operations and concepts in business		
6.7	Relate data analysis and percentages to the interpretation of data		
6.8	Examine computer application in marketing		
6.9	Discuss functions of basic pieces of computer hardware		
6.10	Formulate ideas about the future of technology in marketing		
6.11	Analyze vital statistics of a community		

*****Standard 7.0 The student will demonstrate Market Research & Analysis principles in a work-based learning experience.**

Learning Expectations		Check the appropriate Mastery or Non-Mastery column	Mastery	Non-Mastery
7.1	Apply principles of marketing information management to a work-based learning situation			
7.2	Integrate time management principles in organizing his/her schedule to include school, work, social, and other activities			
7.3	Evaluate and apply principles of ethics as they relate to the work-based experience			
7.4	Employ the principles of safety to the work-based experience			

Additional comments:
